WHAT IS CLAIMED IS:

1.   An image forming apparatus for use with different kinds of paper, the image forming apparatus comprising:

        a plurality of trays in which the different kinds of paper can be respectively accommodated;

        a data input component for inputting image data;

        a determining component for determining what percentage of the inputted image data which has been expanded by bit mapping corresponds to character image data;

        a selection component for selecting predetermined paper in accordance with the percentage corresponding to character image data determined by said determination component; and

        an image forming component for forming an image on the paper selected by said selection component.

2.   The apparatus of Claim 1, wherein the different kinds of paper have different reflectances from one another, and when it is determined by said determination component that the percentage corresponding to character image data is at least a predetermined value, said selection component is provided so as to select paper whose reflectance is no more than a predetermined value.

3.   The apparatus of Claim 1, wherein the different kinds of paper include paper whose 45° reflectance is no more than 20 %, and when it is determined by said determination component that the percentage

corresponding to character image data is at least 30 %, said selection component selects paper whose 45° reflectance is no more than 20 %.

4. The apparatus of Claim 1, wherein the different kinds of paper have different reflectances from one another, and when it is determined by said determination component that the percentage corresponding to character image data is no more than a predetermined value, said selection component is provided so as to select paper whose reflectance is at least a predetermined value.

5. The apparatus of Claim 1, wherein the different kinds of paper include paper whose 45° reflectance is at least 50%, and when it is determined by said determination component that the percentage corresponding to the character image data region is at most 30 %, said selection component selects the paper whose 45° reflectance is at least 50 %.

6. The apparatus of Claim 1, wherein the character image data includes character image data and blank image data.

7. An image forming apparatus for use with different types of paper, which includes paper whose 45° reflectance is at most 20 %, the image forming apparatus comprising:

a plurality of trays in which the different kinds of paper can be respectively accommodated;

a data input component for inputting image data;

a determining component for making a determination as to whether at least 30 % of the inputted image data which has been expanded by bit mapping corresponds to character image data;

a selection component which, when it is determined by said determining component that at least 30 % of the expanded data corresponds to character image data, selects paper whose 45° reflectance is at most 20 %; and

an image forming component for forming an image on the paper selected by said selection component.

8.   An image forming apparatus for use with different types of paper, which includes paper whose 45° reflectance is at least 50 %, the image forming apparatus comprising:

a plurality of trays in which the different kinds of paper can be respectively accommodated;

a data input component for inputting image data;

a determining component for making a determination as to whether at least 70 % of the inputted image data which has been expanded by bit mapping, corresponds to photographic image data;

a selection component which, when it is determined by said determination component that at least 70 % of the expanded data corresponds to photographic image data selects paper whose 45° reflectance is at least 50%; and

an image forming component for forming an image on the

paper selected by said selection component.

9.   A system for selecting a type of paper for printing an image thereon, the system comprising a data processing arrangement including an input for receiving data for printing an image in accordance therewith on paper, the data processing arrangement comprising program logic that performs tasks including:

(a) producing bitmap data in accordance with data received via the input;

(b) determining what percentage of the bitmap data corresponds to character data; and

(c) selecting a type of paper for printing based on what percentage of the bitmap data corresponds to character data.

10.   The system of Claim 9, wherein said selecting a type of paper selects between at least two types of papers with one type including a reflectance less than that of the other type, and if the percentage of bitmap data corresponding to character data at least equals a predetermined amount, the type of paper having a lesser reflectance is selected.

11.   The system of Claim 10, wherein the predetermined amount is 30%.

12.   The system of Claim 10, wherein if more than 70% of the

bitmap data corresponds to photographic data, the type of paper having a greater reflectance is selected.

13.   The system of Claim 9, wherein the character data includes data from the bitmap data that corresponds to blank print areas.

14.   The system of Claim 13, wherein said selecting a type of paper selects between at least two types of papers with one type including a reflectance less than that of the other type, and if the percentage of bitmap data corresponding to character data at least equals a predetermined amount, the type of paper having a lesser reflectance is selected.

15.   The system of Claim 14, wherein if more than 70% of the bitmap data corresponds to photographic data, the type of paper having a greater reflectance is selected.

16.   A method for selecting a type of paper for printing an image thereon, the method comprising:

(a) receiving data for printing an image in accordance therewith on paper;

(b) producing bitmap data in accordance with the data received;

(c) determining what percentage of the bitmap data corresponds to a predetermined kind of data; and

(d) selecting a type of paper for printing based on what percentage of the bitmap data corresponds to the predetermined kind of data.

17.   The method of Claim 16, wherein said selecting a type of paper is made between at least two types of paper that have different reflectances from one another, and if more than 70% of the bitmap data corresponds to photographic data, the type of paper having the greater reflectance is selected.

18.   The method of Claim 16, wherein said greater reflectance comprises a 45° reflectance of at least 50%.

19.   The method of Claim 16, wherein said predetermined kind of data corresponds to character data.

20.   The method of Claim 19, wherein said character data includes data from the bitmap data that corresponds to blank print areas.

21.   The method of Claim 20, wherein said selecting a type of paper is made between at least two types of paper that have different reflectances from one another, and if the percentage of the bit map data corresponding to character data is at least 30%, the type of paper having the lesser reflectance is selected.